

Age Less Than 18
Quit Line Data Summary
July 1 - September 30, 2002

	<u>Less Than 18</u>	<u>State</u>
Number of Calls to Quit Line	N = 63	N = 3,906
Percent of Statewide Calls	2.0%	100.0%
Percent of State Population in County¹	25.7%	100.0%

	<u>Less Than 18 %</u>	<u>State %</u>
Gender	N = 63	N = 3,543
Female	58.7%	61.4%
Male	41.3%	38.6%
Race/Ethnicity	N = 57	N = 2,967
People of Color	36.8%	15.6%
White	63.2%	84.4%
Age	N = 63	N = 3,091
Less than 18 years old	100.0%	2.0%
Education	N = 3	N = 3,038
Did not graduate high school	*	16.6%
High school graduate	*	31.8%
Some college/vocational school	*	38.6%
College graduate	*	13.0%
Caller Type	N = 56	N = 3,409
General Information	12.5%	13.2%
Health care provider	0.0%	2.9%
Tobacco user	87.5%	83.9%
Payer Type	N = 24	N = 2,235
Insured	41.7%	43.4%
Uninsured	16.7%	23.8%
Medicaid	41.7%	32.7%
Heard About	N = 49	N = 2,881
Past caller	12.2%	17.4%
Employer/worksites	0.0%	0.7%
Health care provider	10.2%	19.6%
Television	24.5%	23.9%
Outdoor advertisement (billboard/bus/wall)	16.3%	7.0%
Targeted mailing	2.0%	0.6%
Great Start	0.0%	0.3%
Radio	0.0%	1.9%
Newspaper/Magazine	0.0%	1.1%
Brochure/Newsletter	8.2%	4.9%
Family or friend	18.4%	18.8%
Health Department	4.1%	3.0%
School	4.1%	0.6%